



WPTV

ORDER

Print Date 10/12/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 314540 /

Original Date / Revision
10/11/12 10/12/12

Advertiser Florida Democratic Party - S

Agency Dudley Media

Buying Contact

919 Catherine Street
Philadelphia, PA 19147

Product

FL Democratic Party: Sachs/Bruno

Agency Com 15%

Billing Contact

919 Catherine Street
Philadelphia, PA 19147

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 5

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	78	\$66,172.50	\$77,850.00	0.00	10/01/12	10/28/12	78	\$66,172.50	\$77,850.00
November 2012	17	\$14,556.25	\$17,125.00	0.00	10/29/12	10/29/12	17	\$14,556.25	\$17,125.00
Totals	95	\$80,728.75	\$94,975.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WPTV	10/23/12	10/29/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$350.00	P-1	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	11111--		5		\$350.00		0.00					
E 2	WPTV	10/23/12	10/29/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	11111--		5		\$900.00		0.00					
E 3	WPTV	10/23/12	10/29/12		CM	7-9a	22222--	:30	10	\$1,500.00	FX	0.00	NM	10	\$15,000.00



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Contract / Revision **314540** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/11/12/ 10/12/12

Order Sep 00:20:00

Advertiser **Florida Democratic Party -** Product **FL Democratic Party: Sachs** Estimate # **5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9a M-F 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	22222--					10	\$1,500.00		0.00			
E 4	WPTV	10/23/12	10/29/12	M-F 9-10a M-F 9-10a	CM	9-10a	1-1----	:30	2	\$650.00	FX	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1-1----					2	\$650.00		0.00			
E 5	WPTV	10/23/12	10/29/12	M-F 530-6p M-F 530-6p	CM	530-6p	-1111--	:30	4	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-1111--					4	\$1,600.00		0.00			
E 6	WPTV	10/23/12	10/29/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$600.00		0.00			
E 7	WPTV	10/23/12	10/29/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11111--					5	\$1,800.00		0.00			
E 8	WPTV	10/23/12	10/29/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					1	\$850.00		0.00			
E 9	WPTV	10/23/12	10/29/12	NBC Monday Prime THE VOICE	CM	8-11p (8:00 PM-10:00 PM)	1-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1-----					1	\$3,000.00		0.00			
E 10	WPTV	10/23/12	10/29/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,025.00	P-1	0.00	NM	5	\$5,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11111--					5	\$1,025.00		0.00			
E 11	WPTV	10/23/12	10/29/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$600.00		0.00			
E 12	WPTV	10/23/12	10/29/12	M-F 7-730p M-F 7-730p	CM	7-730p	1-1----	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1-1----					2	\$950.00		0.00			
E 13	WPTV	10/23/12	10/29/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$725.00		0.00			
E 14	WPTV	10/23/12	10/29/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$425.00		0.00			
E 15	WPTV	10/23/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	22222--	:30	10	\$600.00	P-1	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	22222--					10	\$600.00		0.00			



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Contract / Revision **314540** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

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Advertiser **Florida Democratic Party -** Product **FL Democratic Party: Sachs** Estimate # **5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WPTV	10/23/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	22222--	:30	10	\$600.00	P-1	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	22222--					10	\$600.00		0.00			
E 16	WPTV	10/23/12	10/29/12	Su 1130p-1205a after NFL 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$750.00		0.00			
E 17	WPTV	10/23/12	10/29/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$425.00		0.00			
E 18	WPTV	10/23/12	10/29/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11111--	:30	5	\$475.00	P-1	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--					5	\$475.00		0.00			
E 19	WPTV	10/23/12	10/29/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$900.00		0.00			
E 20	WPTV	10/23/12	10/29/12	Tuesday Prime A the voice	CM	8-9p	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-T-----					1	\$3,000.00		0.00			
E 21	WPTV	10/23/12	10/29/12	Wednesday Prime B l&o:svu	CM	9-10p	--W----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	--W----					1	\$2,500.00		0.00			
E 22	WPTV	10/23/12	10/29/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$2,500.00		0.00			
E 23	WPTV	10/23/12	10/29/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--					5	\$500.00		0.00			
E 24	WPTV	10/23/12	10/29/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	11111--	:30	5	\$425.00	P-1	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--					5	\$425.00		0.00			
E 25	WPTV	10/23/12	10/29/12	M-F 5-530p M-F 5-530p	CM	5-530p	-1111--	:30	4	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-1111--					4	\$1,600.00		0.00			
E 26	WPTV	10/23/12	10/29/12	M-F 730-8p M-F 730-8p	CM	730-8p	1--1---	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	1--1---					2	\$950.00		0.00			
E 27	WPTV	10/23/12	10/29/12	Wednesday Prime C chicago fire	CM	10-11p	--W----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Advertiser **Florida Democratic Party -** Product **FL Democratic Party: Sachs** Estimate # **5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 27	WPTV	10/23/12	10/29/12	Wednesday Prime C chicago fire	CM	10-11p	--W----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	--W----					1	\$1,500.00		0.00			
E 28	WPTV	10/23/12	10/29/12	Thursday Prime C rock center	CM	10-11p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	---T---					1	\$1,500.00		0.00			
E 30	WPTV	10/23/12	10/29/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$2,750.00	P-1	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$2,750.00		0.00			
E 31	WPTV	10/23/12	10/29/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$1,025.00		0.00			
E 32	WPTV	10/23/12	10/29/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$325.00		0.00			
E 33	WPTV	10/23/12	10/29/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$325.00		0.00			
E 34	WPTV	10/23/12	10/29/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$350.00		0.00			
N 35	WPTV	10/23/12	10/29/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	1-----					1	\$950.00		0.00			
N 36	WPTV	10/23/12	10/29/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	1-----					1	\$950.00		0.00			
N 37	WPTV	10/23/12	10/29/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$500.00		0.00			
N 38	WPTV	10/23/12	10/29/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	----F--					1	\$1,500.00		0.00			
N 39	WPTV	10/23/12	10/29/12	SU 5-6am News SU 5-6am News	CM	5-6a	-----S	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$100.00		0.00			
N 40	WPTV	10/23/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10-11a	-TWTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-TWTF--					1	\$475.00		0.00			



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N40	WPTV	10/23/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10-11a	- TWTF - -	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- TWTF - -					1	\$475.00		0.00			
N41	WPTV	10/23/12	10/29/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	- TWTF - -	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- TWTF - -					1	\$175.00		0.00			
Totals														95	\$94,975.00